

IN THE CLAIMS:

Please cancel claims 160-163 and 173-214 so that all previously submitted claims (1-214) are cancelled. Please add new claims 215-256, shown below.

In accordance with the Revised Rules under 37 C.F.R. 1.121, please amend the claims as shown below. The below claims that may be designated as currently amended, original, cancelled, withdrawn, previously presented, new, and not entered.

Claims 1-214 (cancelled)

215. (new) An on-demand converting system configured to receive a plurality of labels, tickets, tags, cards or other media samples and a plurality of value-adding elements, said converting system responding to program-controlled variable application instructions custom-configured for each of selected first and second media samples, which direct the converting system to apply or not apply one or more value-adding elements from said plurality of elements to each of said selected first and second media samples.

216. (new) The system of claim 215 wherein said media samples are carried on a liner, and wherein said converting system separates said media samples from said liner before applying said value-adding element or elements.

217. (new) The system of claim 216 wherein said converting system laminates said liner on said media samples after applying said value adding element or elements.

218. (new) The system of claim 216 wherein said converting system includes a tamper.

219. (new) The system of claim 218 wherein said tamper develops a vacuum for retaining a separated media sample to be tamped.

220. (new) The system of claim 219 wherein said tamper includes a fast-acting solenoid

driving a gas spring.

221. (new) The system of claim 216 wherein said media samples are die cut or otherwise singulated before being processed by said converting system.

222. (new) The system of claim 215 wherein said converting system applies a plurality of value adding elements to at least one media sample.

223. (new) The system of claim 215 wherein said converting system is configured to apply a value adding element at different prescribed locations on a media sample.

224. (new) The system of claim 215 wherein said value adding elements includes an encodable wireless RF transponder.

225. (new) The system of claim 224 configured to encode said transponder.

226. (new) The system of claim 225 configured to verify that an encoded transponder has been correctly encoded and is not defective.

227. (new) The system of claim 215 wherein the application instructions are received from a control arrangement situated at the site of the converting system or on a network with which the converting system is in communication.

228. (new) An on-demand converting system adapted for use with an on-demand print device configured to receive a plurality of labels, tickets, tags, cards or other media samples, said print device responding to program-controlled variable print instructions custom-configured for each of selected first and second media samples which direct the print device regarding whether to print and what to print on said selected first and second media samples,

an on-demand converting system configured to receive said plurality of media samples before or after being printed by said print device and a plurality of value-adding elements,

said converting system responding to program-controlled variable application instructions

custom-configured for each of said selected first and second media samples which direct the converting system to apply or not apply one or more value-adding elements from said plurality of elements to each of said selected first and second media samples.

229. (new) The system of claim 228 wherein the first and second media samples have been custom printed with variable information before a value adding element is applied by said converting system.

230. (new) The system of claim 228 wherein said first and second media samples have been custom printed with variable information after a value adding element is applied by said converting system.

231. (new) The system of claim 228 wherein said plurality of value adding elements include an encodable wireless RF transponder.

232. (new) The system of claim 231 configured to encode said transponder.

233. (new) The system of claim 232 wherein the transponder is encoded with information which at least in part corresponds to information printed on the associated media sample.

234. (new) The system of claim 233 configured to verify that an encoded transponder has been correctly encoded and is not defective.

235. (new) An applicator system for applying custom-configured media samples to objects, the system comprising:

an on-demand converting system configured to receive a plurality of labels, tickets, tags, cards or other media samples and a plurality of value-adding elements, said converting system responding to program-controlled variable application instructions custom-configured for each of selected first and second media samples, which direct the converting system to apply or not apply

one or more value-adding elements from said plurality of value adding elements to each of said selected first and second media samples; and

an applicator for applying one or more of said media samples to each of a plurality of objects intended to receive said one or more media samples.

236. (new) An on-demand applicator-converting system adapted for use with an on-demand print device configured to receive a plurality of labels, tickets, tags, cards or other media samples, said print device responding to program-controlled variable print instructions custom-configured for each of selected first and second media samples which direct the print device regarding whether to print and what to print on said selected first and second media samples, said applicator-converting system configured to apply custom-configured media samples to objects, comprising:

an on-demand converting system configured to receive a plurality of labels, tickets, tags, cards or other media samples and a plurality of value-adding elements, said converting system responding to program-controlled variable application instructions custom-configured for each of said selected first and second media samples which direct the converting system to apply or not apply one or more value-adding elements from said plurality of value adding elements to each of said selected first and second media samples; and

an applicator for applying one or more of said media samples to objects intended to receive said one or more media samples.

237. (new) An on-demand converting system adapted for use with an on-demand print device configured to receive a plurality of labels, tickets, tags, cards or other media samples, said print device responding to program-controlled variable print instructions custom-configured for each of selected first and second media samples which direct the print device regarding whether

to print and what to print on said selected first and second media samples,

said on-demand converting system configured to receive said plurality of media samples before or after being printed by said print device and a plurality of encodable wireless RF transponders or transponder components,

said converting system responding to program-controlled variable application instructions custom-configured for each of said selected first and second media samples which direct the converting system to apply or not apply one or more transponders or transponder components from said plurality of transponders or transponder components to each of said selected first and second media samples.

238. (new) The converting system of claim 237 wherein said application instructions include commands effective to cause plural transponders or transponder components to be applied to a selected media sample.

239. (new) The system of claim 237 configured to encode one or more transponders applied to at least one of said first and second media samples.

240. (new) The system of claim 239 wherein a transponder applied to said media sample is encoded with information which at least in part corresponds to information printed on the media sample.

241. (new) The system of claim 239 configured to verify that an encoded transponder has been correctly encoded and is not defective.

242. (new) The converting system of claim 237 comprising at least one of the following: 1) part of a printer; 2) a printer module or attachment; and 3) an applicator system for applying media samples to objects.

243. (new) The converting system of claim 237 wherein said media samples are die

cut or otherwise singulated before being processed by said converting system.

244. (new) The system of claim 237 wherein said media samples are carried on a liner, and wherein said converting system separates said media samples from said liner before applying said transponders.

245. (new) The system of claim 244 wherein said converting system laminates said liner on said media samples after applying said one or more transponders or transponder components.

246. (new) The system of claim 237 wherein said converting system includes a tamper.

247. (new) The system of claim 246 wherein said tamper develops a vacuum for retaining a separated media sample to be tamped.

248. (new) The system of claim 247 wherein said tamper includes a fast-acting solenoid driving a gas spring.

249. (new) The converting system of claim 237 wherein the application instructions and printing instructions are received from a common control arrangement situated at the site of the converting system or on a network with which the converting system is in communication.

250. (new) The converting system of claim 237 receiving media samples which have been separated from a liner, said converting system including a vacuum conveyor arranged to convey said samples in a direction orthogonal to the direction in which said converting system moves said transponders to join said media samples.

251. (new) The converting system of claim 237 receiving media samples which have been separated from a liner, said converting system including a vacuum conveyor arranged to convey said samples in a direction parallel to the direction in which said converting system

moves said transponders to join said media samples.

252. (new) The converting system of claim 237 including:

a web conveyance configured to carry said first and second media samples from a supply of media samples;

a media separator configured to separate at least one of said media samples from a supporting web; and

a dispenser adapted to receive said transponder and to couple a transponder to an exposed bottom surface area of said one media sample.

253. (new) The converting system of claim 237 wherein said one or more transponders or transponder components comprises a chipless transponder.

254. (new) The converting system of claim 253 wherein said chipless transponder comprises a resonant series of conductive lines.

255. (new) The converting system of claim 254 wherein said conductive lines are printed.

256. (new) The converting system of claim 237 wherein at least one of said one or more transponders or transponder components comprises an integrated circuit which is applied to an antenna previously formed on the media sample to create a wireless RF transponder in situ.